

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.



L.C. Traylor

1921

62.17

Bucheye Nursery

The Orange Opulent

Temple Terraces
Incorporated

Tampa
Florida





The
Orange
Opulent
Temple Terraces
Incorporated
Tampa
Florida

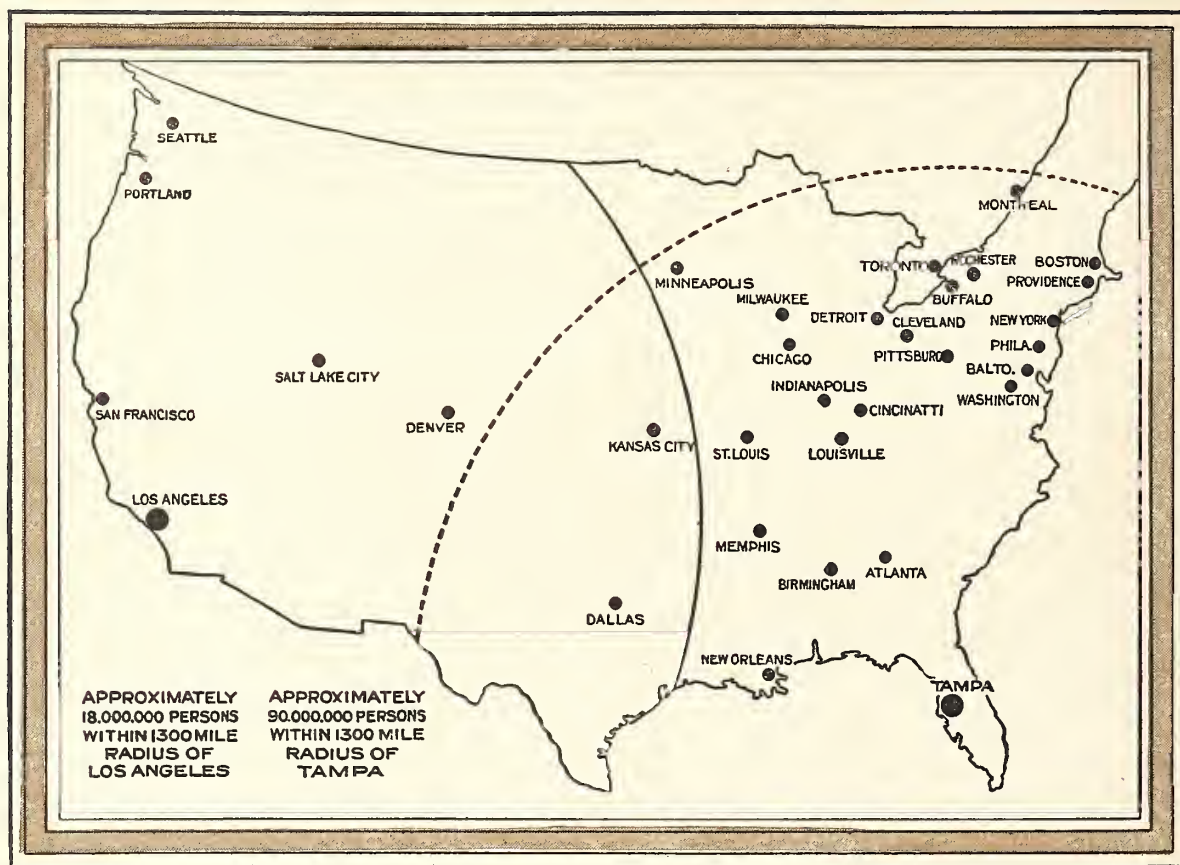


Table of Comparative Air Line Distances Showing Relation of Citrus Fruit Producing Sections to Leading Markets of the North, East and Middle West

To	FROM TAMPA MILES	FROM LOS ANGELES MILES	To	FROM TAMPA MILES	FROM LOS ANGELES MILES
Boston, Mass. . . .	1,220	2,544	Seattle, Wash. . . .	2,510	1,028
New York City . . .	1,048	2,406	Portland, Ore. . . .	2,493	890
Philadelphia, Pa. . .	963	2,338	Denver, Colo. . . .	1,510	820
Cleveland, Ohio . . .	963	2,017	San Francisco, Calif..	2,352	375
Detroit, Mich. . . .	1,014	1,945	Salt Lake City, Utah .	1,860	615
Chicago, Ills. . . .	1,031	1,719	Dallas, Texas	895	1,215
Minneapolis, Minn. .	1,341	1,513	Baltimore, Md. . . .	894	2,269
St. Louis, Mo. . . .	895	1,547	Birmingham, Ala. .	482	1,753
Washington, D. C. . .	859	2,252	Buffalo, N. Y. . . .	1,095	2,165
Atlanta, Ga. . . .	430	1,891	Indianapolis, Ind. . .	860	1,760
Memphis, Tenn. . . .	670	1,581	Louisville, Ky. . . .	756	1,788
New Orleans, La. . . .	481	1,650	Pittsburgh, Pa. . . .	905	2,097
Toronto, Canada . . .	1,135	2,131	Providence, R. I. . .	1,169	2,194
Montreal, Canada . .	1,358	2,405	Rochester, N. Y. . .	1,115	2,210
Kansas City, Mo. . .	930	1,324	Milwaukee, Wis. . . .	1,125	1,800

The Orange Opulent

"Opulent — Producing or displaying abundant riches or profusion; exuberant; profuse; copious."

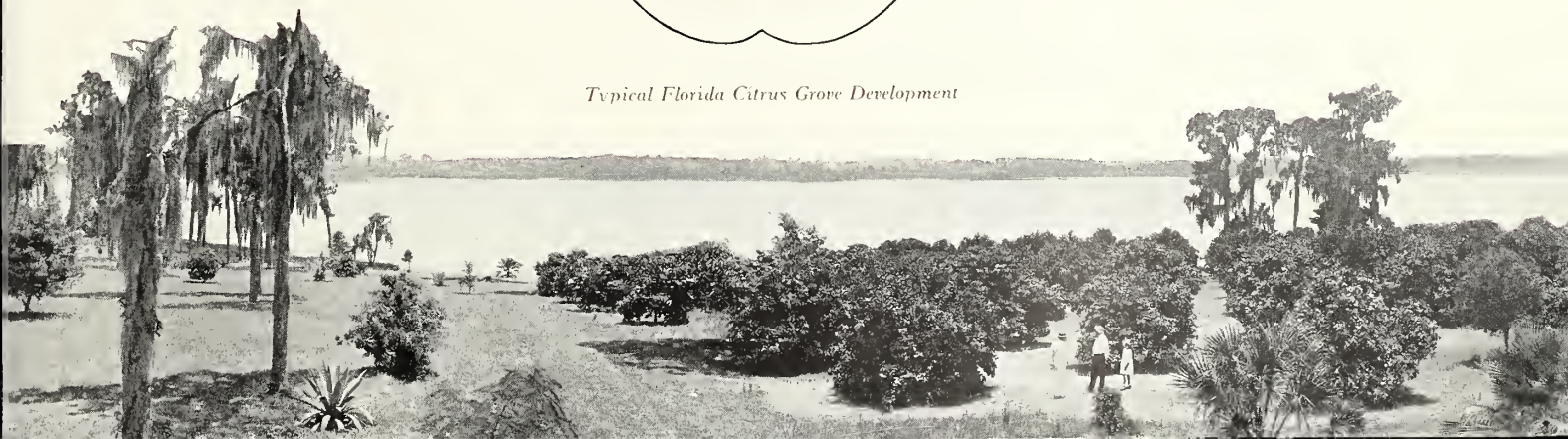
Standard Dictionary.

Temple Terraces, Inc.
Tampa. Florida.

D. COLLINS GILLET . . . President
BURKS L. HAMNER . . . Vice-President
JAMES R. FRAZER . . . Vice-President
M. C. FOWLER . . . Vice-President
VANCE W. HELM, Sec'y and Treasurer

COPYRIGHT, 1921,
BY TEMPLE TERRACES, INC.

Typical Florida Citrus Grove Development





Golden Nuggets Grow Profusely 'mid Emerald Green

The Why of the Color

APPROPRIATE, indeed, is the glowing gold in which Mother Nature has dressed her Queen of Fruits.

Golden globes, golden juice, and golden returns for the growers make the color of oranges eminently fitting.

Profits of \$200 to \$700 per acre yearly from ordinary varieties for a ten-year period, embracing all conditions, can be numerously cited.

Through the adoption of scientific methods, culture has been so perfected that each year finds the well-cared-for grove more profitable.

Keen demand for fancy fruit and more intelligent selling methods combine to make the markets become increasingly stable with the succession of seasons.

Romance and Reality in Orange Growing

If I were yonder orange tree
And thou the blossom blooming there
I would not yield a breath of thee
To scent the most imploring air!

—MOORE, "If I Were Yonder Wave, My Dear."

THE tuneful lines of the great Irish poet abound in reference to the emerald leaves, the delicately perfumed blossoms, and the glorious golden fruit of the orange tree.

Alike, the legendary lore of the ancients and the classical literature of modern times have been replete with praise for the fruit which certain favored sections of Florida have so well shown their ability to produce.

The health-giving virtues of fruits of the citrus family have been recognized for centuries. Physicians, soldiers, explorers, and those who go down to the sea in ships have frequently acknowledged their debt to the orange, the lime, and the lemon.

Charm of poetry and health-conserving qualities have their admitted appeal, but in this material and utilitarian age the profit to be made in the industry has been the more potent reason for the amazing growth achieved by orange production in southern Florida.

Two thousand, three thousand, even five thousand dollars per acre, are prices commonly asked and received for producing grove properties in Florida, and in many instances disposing owners have afterwards regretted the sale of their holdings at these figures, so great were the profits later derived from them.

Double the present production of Florida oranges and there will then be grown only two dozen fruits annually for each person of Uncle Sam's prosperous millions, not taking into account Canadian consumption and the quantities that may elsewhere be exported. Is there not ample reason for reference to the finest of all the varieties of Florida citrus fruits, to be raised in groves of the highest type, as "The Orange Opulent"?



"Lobe—and Eat Oranges"

WE must breathe more and eat less; talk less and say more; hate less and love more; and certainly people who adopt the orange habit are much more lovable and loving than are our friends who adhere to the ham and egg and buckwheat cakes and hot biscuit.

Do these and have the key to the situation: Work, study, play, laugh—flavor all with love and eat oranges.

—ELBERT HUBBARD.

Thus the great Fra Elbertus wrote of the use of oranges. Who cannot visualize the greater fascination of growing them!

The production of the better varieties is consistently rewarded by phenomenal profits, as such oranges are always in demand.



The Thrifty Trees Rear Exultingly with a Proud Harvest

The Fascination and Financial Reward

LONG before orange-growing in Florida attained the present degree of prosperity and stability, when transportation lines were still few and very inefficient, before any system of marketing had been perfected and there were a multitude of other adverse conditions, the ownership of a grove in Florida was esteemed a rare privilege and attracted to the state some of the broadest-visioned men in America.

Orange-growing is at once the source of the "Florida cracker's money crop," the health-seeker's occupation, and the rich man's pastime. It absorbed and fascinated Temple, the steel magnate, and has claimed the life-long devotion of Lue Gim Gong, the Chinese Burbank, of De Land. To enumerate the names of those it has brought to Florida from other states would be to compile a roster of the nation's most notable people, including Astors, Goulds, Palmers, Stetsons, and many others.

The glossy green of the sturdy citrus tree and its grateful and quick response to care and cultivation, the

golden reward of a bountiful crop of the fruit which millions esteem the finest that grows, are allurements of more than ordinary appeal. Not for everyone is the joy of possessing such an enchanting estate. Fortunate are those who grasp the opportunity of building or acquiring an orange grove when it is offered.

Under the plans of development which have been worked out by some of the more capable and efficient grove enterprises, it is no longer necessary for those who want a Florida orange grove to come here in person to perform or supervise the work. All the pioneering incidental to the bringing into bearing of a grove, as well as the later work of care-taking, may be done for you as it has been successfully accomplished for others. The highest type of this method of grove-creating has been planned for the production of "The Orange Opulent." In Temple Terraces there will be achieved a new standard of excellence in Florida citrus development.

Young Trees in Foreground Emulating Their Older Brothers

THREE





Sending Home Unbroken Treasure-Chest of Florida Sunshine

Grow Your Own Fancy Fruit

LIKE oranges? Grow your own in Florida.

There is a constant demand at high prices for fancy fruit.

Oranges of the super-fancy kinds top the market and excite keen competition among dealers.

Florida's geographical position insures lower rates through shorter hauls, quicker returns and more flexible marketing.

Four-fifths of the population of the United States and Canada will be within less than three days'—and most of it less than two days'—ride from your Florida orange grove.

Here a grove of the choicest trees of the world's best orange may be developed and tended for you without any demand upon your own time.

Florida's Dominance in the Markets

THE orange-producing section of Florida is within less than forty-eight hours' of New York or Chicago. By rail and steamship there are more than a dozen trunk lines over which Florida fruits may travel quickly to the most populous centers of the nation. Flexibility is thus provided in reaching markets when prices are best.

Proximity to markets is of great importance and value, but the real factor that is winning first place for Florida fruits is the superior quality which characterizes them. Full flavor and far greater juice content give them a food value greater than many other commonly used products. Even ordinary Florida oranges contain on an average of forty per cent more juice than oranges from sections less favored by Nature.

On appearance alone, common Florida fruit has in the past sometimes suffered in comparison with highly colored specimens from California, but of recent years Florida oranges have been wonderfully improved in

respect to appearance and now they dominate the markets on looks as well as quality. To the Florida Citrus Exchange is largely due the credit for the position in popular esteem which Florida fruit now enjoys. The superiority of the Temple Orange will make possible even greater achievements for the Florida product.

The utilization of oranges increases every year. Medical authorities and dietitians freely stress the value of fresh citrus fruits from a health standpoint. The soft-drink trade is using them in increasing quantities. The charm and flavor of the fruit impels families to buy them more and more for home consumption. So rapidly is the use of oranges growing that the question of over-production, once discussed, is giving way to that of meeting the ever-increasing demand, especially for fancy oranges. Thus has the door of opportunity been opened to "The Orange Opulent." It stands ajar to the groves of Temple Terraces and to the persons who make investments therein.

FOUR

Interesting Evolutions of an Orange Grove Properly Tended



Protecting Conditions

TAMPA is more than four hundred miles nearer to the Equator than Los Angeles.

The protecting waters of the Gulf Stream describe an arc around the link of land connecting North America with tropic seas.

Numberless lakes, broad rivers, bays, bayous, and sounds contribute their protective influence to shield the citrus country of south Florida.

Rolling landscape and sweeping elevations afford the much-desired air-drainage. Bodies of water, in numerous forms, provide wonderful protection to groves.

Nature has done everything possible to fashion a land equipped with all elements for producing oranges such as can be grown nowhere else.



Increasingly, Families Order Florida Oranges by the Box

Florida's Superior Climatic Conditions

IN ALL climatic advantages desirable for the growing of citrus fruits Florida has been favored by Nature in a degree which is the heritage of no other land.

Here groves are planted on lands known to have the advantages of proper air-drainage and the safeguard of bodies of cold-resisting water—lakes, rivers, bays, gulf, or ocean. These favorable locations are carefully charted and greatly prized.

The warm waters of the Gulf Stream temper both coasts of Florida and form the natural winter garden of North America—a state favored not only in numerous climatic advantages, but near enough to afford easy and quick access to the financial, business, and governmental centers of the nation. A few hours only from the ice, sleet and snow of northern and central states, in cold, raw, blustery March, orange trees in Florida's balmy clime are bouquets of delicate beauty and exquisite fragrance, laden with golden globes, health-

ful and palate pleasing, all ready for their task of bringing joy to the winter-bound.

In the citrus fruit-belt of Florida there are more days of sunshine each year than in any other area of like size in the whole of the United States. In this favored section the sun shines during the greater portion of nearly every day in the year. From early morning until late afternoon the leaves and twigs of the citrus trees reach out to the sunshine and absorb its warmth. So it is that the sunshine finds its way into the growing fruits, concentrating, through the twelve months of growing period, sweetness and healthfulness in Florida's delicious citrus fruits. During the growing season of the orange there are frequent and generous rains, particularly in the summer months when the growth of the fruit is most rapid. Thus both warmth and moisture, so vital to the perfection of the fruit, are copiously provided, contributing to the color and flavor of "The Orange Opulent."

One-, Two-, Three-, and Four-Year Stages, Then Bearing





Lusty Growth of a Three-Year-Old Temple Orange Tree

Orange Tree Requirements

GOLD and like forms of mineral wealth are found without regard to climate.

Oil and most other natural resources occur here and there in all parts of the world.

Farming and stock-raising are followed in season, with varying degrees of success in every zone.

Fish may be caught in every river and every sea, and game is to be taken in the wilds of every country.

Manufacturing is limited but little by the restrictions of unfavorable weather, for which usually there are compensating advantages.

Oranges may be produced with profit only where mild, even temperatures and security from cold are combined with right conditions of soil.

The Restricted Area of Good Citrus Land

PENINSULAR Florida, in which the orange industry of the state is centered, comprises about three-fourths of one per cent of the land-area of the United States.

Even South Florida has vast stretches of land unsuitable for growing citrus trees. Millions of acres, with interesting possibilities for stock-raising and scores of other uses, are unfitted for orange trees.

In planning a grove, one should first determine if the soil is right and if other conditions are propitious. The application of these two requirements restricts available orange land to comparatively small areas which have practically all been located and surveyed and in most cases are in the possession of people who expect to develop them or hold them for advances in price.

Tiny marine animals for centuries have been perfecting the coral strands of Florida, but they are not making land very fast. The land where your grove will be located is the finished product of the ages and

you won't have time to wait for any other to be made for you. Population is growing rapidly. Demand for oranges increases in even greater proportions, but there is only a limited supply of the best type of citrus land and no way to add to the quantity.

Only a few years ago land was so cheap that it was the practice in setting out groves to plant only fifty trees to the acre. This standard was soon raised to seventy trees because of the growing scarcity of land and the higher prices asked. Now one hundred trees to the acre is considered standard, giving to the grower full use of the bearing surface of his grove and increasing his net profits on every acre. The plan under which Temple Terraces are to be developed takes advantage of many economies not available in individual operations, giving purchasers the highest type of citrus properties for a great deal less money than could be provided by the buyers acting singly, especially when the value of their time is taken into consideration.



Always Room at the Top

THERE is a wonderful satisfaction in producing a thing that is known to be the best.

Except for the initial outlay for trees and for the best type of land that can be secured, the cost of growing fancy oranges is no greater than the production of the common sorts.

Every phase of selling breaks favorably for the better kinds. Production in groves of proven, pure-bred trees is naturally heavier than in plantings of less carefully selected kinds.

Set a high standard for that grove you are to own in Florida. Let your aspirations center in the Temple Orange, the wonder fruit of the citrus industry. This variety has earned the appellation, "The Orange Opulent."



Half a Box of Fruit the Fourth Year—A Temple Achievement

Trade Reception of the Temple Orange

THE future of the orange industry has been more than ever assured by the discovery and introduction of the Temple, an extraordinary variety.

It is a fruit combining the fine points of several varieties in the most attractive outer covering an orange ever wore.

Fancy oranges are to the fruit trade what registered stock is to the animal and poultry industry. Pure-bred and pedigreed stock of whatever kind will always be sought after—price is a secondary consideration.

Growers, jobbers, and the fancy fruit trade have been quick to recognize the class of the Temple in appearance, flavor, and similar good qualities, and accord it a welcome more enthusiastic than any other fruit has ever received.

The season of the Temple is such that it will come on the markets at a time when good fruit is getting scarce and prices are correspondingly high. Last spring on the open Boston auction market Temple Oranges

sold for \$27 per box, the highest price on record for citrus fruits of any kind.

Heretofore the highest position in trade favor held by Florida oranges has been shared by the Pineapple, Tangerine, and Valencia varieties. The first excelled in flavor, the second in its "kid-glove" attributes, and the last named because of its season of maturity. All of these superior characteristics are combined in the Temple Orange, which, in addition, has notable merits not found in other kinds.

Temple trees, now three and one-half years old, will produce half a box of fruit to the tree this season, or at the rate of fifty boxes to the acre. These returns should increase each year until at ten years six boxes and at twenty years ten boxes are conservative expectations. This great productiveness is an important element in the profit-assurances afforded by "The Orange Opulent," when planted and cared for in the proper way.

Here Are Marshalling a Thousand Acres of Temple Trees

SEVEN



Temple Trees in Buckeye Nurseries Ready for Transplanting

Approval of the Temple by Citrus Experts

FOUR years ago, when the first few trees of the Temple variety were ready for setting, two of the largest and most successful growers of oranges in Florida vied in putting out all the trees they could plant. Each year they have added to their plantings from the limited stock that has been available.

One of these men is a leader in the organization of the Florida Citrus Exchange. The other is one of the largest of the so-called "independent" shippers. They differ widely on their marketing policies, but they agree on the leadership of the wonderful Temple Orange and the unusual opportunity it offers to growers.

This year a group of experienced citrus growers owning 100 acres of profitable Tahiti lime trees on the lower east coast below Miami conceived the idea of rebudding the entire grove to Temple. This they are doing as rapidly as possible, with the result that the contest for first place is three-cornered and the odds are in favor of the last entrant—certainly so in respect to size of trees and extent of acreage.

At Templetown, near Mountain Lake, the Temple Groves Corporation, comprising both northern capitalists and Florida citrus experts, is now setting out 200,000 Temple trees. Not a lot or a tree of the development is for sale, as the owners look to the fruit for their profits. Extensive though this grove is, it is limited only for the reason that sufficient trees cannot be had to make the planting larger. Several hundred acres more will be planted on the property next season if the stock can be obtained.

B. L. Hamner, one of the developers of Temple Terraces, Inc., last year planted 10,000 Temple trees on 100 acres of his estate at Valrico, near Tampa. These will give Mr. Hamner the fourth largest producing grove of Temple trees in Florida. These are but a few of the many examples of the faith of leading growers in

the splendid future of this wonderful orange. It is little wonder that there has been greater demand for trees of the new variety than the introducers could supply.

The making of the ideal orange tree begins with the planting by the nurseryman of the seed that will develop a vigorous root and sturdy stock upon which to bud the desired variety. This requires unceasing care, thoughtful selection, and months of thorough and scientific cultivation before the young tree is ready to be transplanted. In the case of Temple trees, both the lack of budwood in sufficient quantity and the shortage of stock upon which to bud will limit the output for several years.

The trees are produced to a standard and nothing that will lower that standard will be permitted by those who control the introduction and destiny of this matchless member of the citrus family. All the Temple Oranges that can be grown in the next twenty years will not be enough to satisfy the market demands that the merits of the fruit have created. Those growers who can get trees to establish the older and earlier groves of Temple will be doubly fortunate.

All rights to budwood of the Temple Orange are the property of Buckeye Nurseries, the introducers. Trees can be sold only by this company, which operates the largest exclusively citrus nurseries in the world. This new orange has so many important features that it is deemed advisable to here reproduce the section of the latest Buckeye catalog which is devoted to a detailed description of the fruit and the story of its origin, history, and what it means to the citrus industry and to the fruit trade of the nation. It will be noted that the first edition of the book from which these extracts are made was issued in December, 1919, and that the demand for copies has been so great that a second edition was required in less than a year thereafter.



LARGEST EXCLUSIVELY CITRUS NURSERIES IN THE WORLD

Buckeye Nurseries

Established
1880

TAMPA, FLORIDA

First Edition, December, 1919. Second Edition, November, 1920

THE PARENT TREE OF THE TEMPLE ORANGE

THE photograph of the parent Temple tree from which has been reproduced this engraving was made during the 1919 session of the Florida State Horticultural Society, held in Orlando.

Among the prominent growers shown in the picture, who evidenced their interest in the Temple orange by making a trip to the grove in which the parent tree stands, may be mentioned the following:

Dr. J. H. Ross, C. E. Stewart, Jr., L. B. Skinner,
S. C. Warner, W. J. Krome, Edgar A. Wright, D. S.
Borland, Dean J. C. Glass, H. S. McQuarrie, F. M.
O'Byrne, W. F. Miller, W. S. Hart, Arthur H. Brown,

S. F. Poole, J. W. Sample, R. F. Walker, Louis Geiger,
Fred D. Waite, C. W. Townsend, H. J. Wilmhurst,
A. C. Starbird, L. A. Hakes, J. H. Sadler, S. C.
Innman, E. H. Buffum.





The Temple Orange

A NEW, different, and better variety. The orange of the future of the citrus industry, by reason of its great superiority.

Different in outer appearance, unique in internal characteristics, and distinctive in flavor.

Attractive and beautiful, superior in eating quality, surpassing in juice content, and unequalled in keeping capacity.

First offered by the world's largest citrus nurseries, which have exclusive rights of propagation and sale.

Sale of trees restricted, so far, to Florida and the South, and the growers of this section will be given privilege of exclusive control of this wonderful orange—orders from California, Cuba, and Mexico have been refused.

This unusually deep color is an exact reproduction of the color of the Temple orange.

The Temple Orange—History and Origin

THE history of this new orange is a simple one, but its origin is a mystery.

When first brought to our attention by the owner, the parent tree was producing fruit of a most distinctive character.

Our tests of the oranges convinced us they were very superior, and our judgment was confirmed by all to whom were sent specimens.

So great was our assurance of the value to the citrus industry of the new introduction that we arranged with the owner for exclusive rights in fruit and budwood.

We informed him that before we could offer the new orange to our customers we must know beyond all question that budwood from the original tree would positively reproduce itself.

Of course, it has taken several years to conduct our

experiments, but these have been most conclusive in their results—trees topworked and budded with budwood of the new variety have been loaded with fruit exactly the same as that on the original tree.

With the records of these experiments demonstrating absolutely that budwood from the parent tree reproduces every characteristic of it, we undertook the propagation of this remarkable orange on an extensive scale and have devoted our energies largely thereto for the past few years.

The parent tree was planted at the same time as the remainder of the grove in which it stands. The fruit is entirely different from that of any of the other trees. It is supposed to be either a hybrid or an exceptionally fine bud-variation. The parent tree is twenty years of age.



"The \$10 a Box Fruit"

SO enthusiastic are many growers who have seen the Temple orange that they refer to it as "the \$10 a box fruit."

The head of perhaps the greatest fruit auction in the world, when ordinary Florida oranges were selling at from \$2.75 to \$3.50 a box, said he would guarantee \$10 a box for Temples by the carload.

It is admitted by all who have tasted the Temple orange that it is better to eat than any other Florida variety. In addition, it has all the advantages of appearance possessed by even the most beautiful of Florida or California oranges. The combination of fine eating quality and good looks is irresistible to the orange consumer.



*The texture of the
Temple is notable.*

What the Temple Orange Means to Growers

IT is in the possession of the combination of "key" qualities that the Temple orange offers so much to growers who plant trees of it in their groves.

Citrus fruit sells in the first instance on its appearance. It has been by reason of the good looks of California oranges that they became so widely distributed. "Sunkist" suggests outer glories. The Temple is as pretty as any California variety.

But the continued buying of oranges by a housewife depends on their eating qualities. That the Florida product is superior in this respect accounts for the increasing demand. "Sealdsweet" indicates inner goodness. The Temple is better to eat than any other Florida kind.

These two dominant qualities are combined with all the other elements that go to make an orange that

will sell freely and keep on selling. The Temple's season, its thin skin, its keeping qualities—all are added advantages. This new orange offers about everything found in *all* other kinds.

That's why, when ordinary Florida oranges were selling at from \$2.75 to \$3.50 per box, the head of perhaps the greatest fruit auction in the world said he would guarantee \$10 a box for Temples. That's why every grower who has tried the Temple asks, "When can I get some trees? Book my order for future delivery." That's why the wide dissemination of the Temple orange among Florida growers means a new era of prosperity for them. That's why, in offering the Temple orange to our friends, we feel that we are rendering the citrus industry a service typical of our efforts for its good.



The Temple Described

THE outer appearance of the Temple is made distinctive by a slight ridging of stem.

In shape it somewhat resembles the Florida round orange. It has remarkable uniformity of size, a large percentage running 150's to 176's.

The skin is semi-loose, not so much as with tangerines, but enough to make it easily peeled without soiling the hands. Very thin and tough, the skin is smooth and susceptible of a high polish.

A dark red color gives a most attractive appearance. The perfection of this color is emphasized by comparison with Pineapple oranges, themselves very highly colored fruits. The flavor is "simply wonderful," to quote almost everyone who has eaten a Temple. Aromatic, sprightly, yet melting and sweet, the taste is delicious and lasting.



*The parent tree of the
new Temple orange.*

Why We Selected the Name "Temple"

WHILE "A rose by any other name would smell as sweet," after all, there is a good deal in a name. When we reached the selection of one for this wonderful new orange, we determined to exercise great care.

A number of names were suggested by members of our business organization and by friends who knew about the splendid new fruit, and all were considered.

From the first, however, it seemed as if one of the names suggested had so much to commend its choice that there was every reason for the adoption of it, and finally it has been selected—Temple, in honor of the lamented William Chase Temple.

In a way, the giving of the name Temple to the new orange was poetic justice, because it was Mr. Temple who first was advised by the owner of the parent tree

as to the splendid fruit it produced, and the former urged him to place the propagation and marketing in our hands.

In a broader sense, the selection of the name appropriately does honor to a man to whom the citrus industry of Florida owes much. For it is largely due to the way in which William Chase Temple backed the Florida Citrus Exchange with his time, money, and influence, that the citrus industry of the state is on a stable basis.

The father of the Exchange, the late Dr. F. W. Inman, we honored by giving his name to the best variety of grapefruit yet introduced. We have had equal pleasure in attaching to the magnificent new orange the name of William C. Temple. These fruits are tribute-monuments to their memory.



Temple Characteristics

THE Temple is better looking than any California orange and better to eat than any other Florida variety.

Uniform and easily separated segments; flesh of a beautiful deep red, tempting to the appetite and pleasing to the eye; abundant juice, evenly distributed; less seeds than in most budded varieties—these are its characteristics.

The Temple is a midseason to late orange. It is in fair shape for market by January but best from February to May, when it can be sold as a “kid-glove” orange, for which the demand never fails.

A great advantage of the Temple is the keeping quality. Both in ordinary fruit-cellars and in cold storage it has made remarkable records in this respect. The aroma and flavor improve the longer the fruit is kept.



Reproduction from the parent tree of Temple.

Interest of Growers in the Temple

WITH very little advertising, the Temple has become one of the best-known oranges in Florida. As one grower has learned of it, he has told others, and they, in turn, have passed on the word of this remarkable new variety, until the news of its merits has penetrated every section of the citrus belt.

As the parent tree is located but a few miles from Orlando, it was but natural that when the State Horticultural Society met there its members in large number should take advantage of the opportunity to see this tree. A picture showing some of the prominent growers who were in the party which made the trip to the Temple tree is given on page one. In an editorial referring to the meeting, the Tampa Tribune said:

“The session of the Florida State Horticultural

Society in Orlando last week presented an interesting program to a very large attendance. In addition to the discussions there were many subjects of vital interest to growers. The Orlando meeting included a pilgrimage by automobile to the grove of L. A. Hakes, at Winter Park, where visitors were shown the original Temple orange tree, now about twenty years old.

“The Temple orange today is the sensation of the Florida citrus industry, it being declared by many that it promises to be to Florida what the navel orange has been to California. D. C. Gillett showed the visitors reproductions, grown from budwood taken from the Temple tree, which carried all the dominant Temple characteristics, including the remarkable Temple color, texture, and aroma. The new orange is named in honor of the late William Chase Temple.”



Expert Opinions

MR. J. C. CHASE,
of Jacksonville:
"The Temple's
color will attract the eye and
the splendid eating qualities
bring about a large demand."

Mr. Edgar A. Wright,
Editor *Florida Grower*: "The
Temple is thin of skin, can
be peeled like a navel or a
tangerine, and eaten out of
hand by breaking segments
apart; has few seeds and
almost no rag."

Mr. L. B. Skinner, of
Dunedin: "I am glad to
bear testimony to the great
merits of the Temple or-
ange. It is in a class by it-
self and has many points to
recommend it to the man
who is planning a grove."

All three of these gentle-
men have planted the
Temple in quantities.

*The Temple orange
has a desirable shape.*

Sales of Temple Trees Confined to the South

A UNIQUE feature of the sale of trees of the
Temple orange by Buckeye Nurseries is that it
is confined to the South.

The decision to make this territorial restriction is
an expression of the appreciation of Buckeye Nurseries
for the splendid support they have received from the
citrus industry of the Gulf Coast.

As a practical matter of dollars and cents to the
growers of Florida and the South, it is difficult to
overestimate the value of this plan of exclusively
selling Temple trees, so much does it mean to the
citrus growers of this section.

California long has had two advantages over the
eastern citrus belt, in the beauty of her Valencia
oranges and the fact that her navels could not be com-
peted with by fruit of that variety grown elsewhere.

The new Temple orange is just as attractive to
the eye as any strain, and its eating qualities are
superior to those of any other variety, no matter
where grown. The fact that for many years at least
fruit of the Temple will be marketed only from a
restricted area, places the growers of the Temple in
a favored position.

No longer than the coming into bearing of the
Temple trees recently planted and soon to be planted,
will consumers buy competitive oranges because of
their better appearance when compared with fruit
from Florida and other Gulf Coast states. And as
these Temple trees produce the oranges that their
owners will market so profitably, because of beauty
of outward appearance and inward deliciousness, the
Temple will revolutionize the orange industry.

What Growers Say

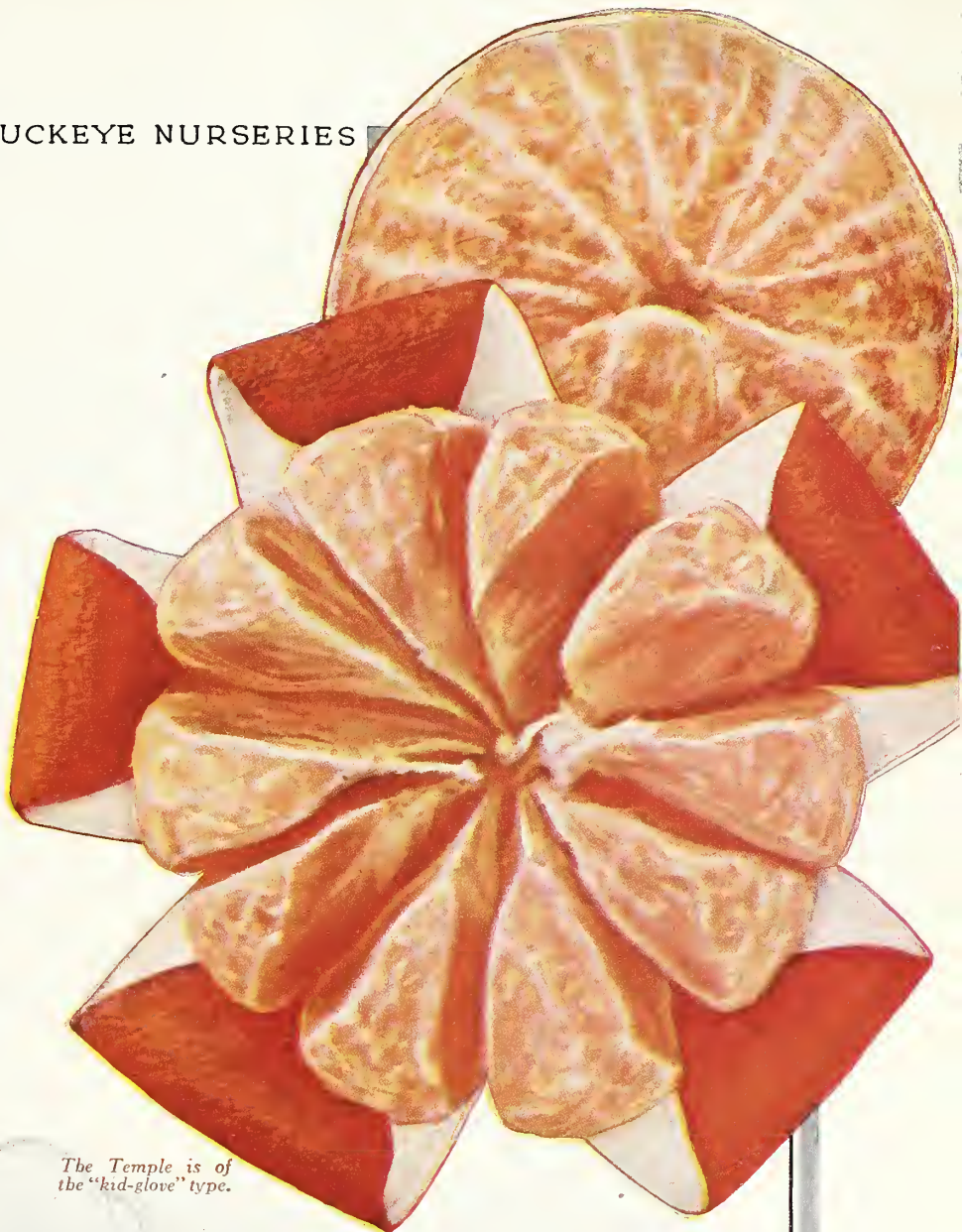
A. F. WYMAN, Bradentown, Florida:
 "The size, color, and excellent eating quality of the Temple orange should make it a success."

Mr. and Mrs. L. A. Moore, Stemper, Florida:

"We find the Temple first in every respect of any orange we have ever eaten and consider that it will stand beyond comparison with every other variety."

Eugene O. Fechet, Eustis, Florida:

"In density, flavor, appearance, and in every quality a perfect orange should have, the Temple is simply beyond all comparison. My young trees of it have grown twice as fast as Pineapple oranges planted at the same time."



The Temple is of the "kid-glove" type.

For Our Protection and For Yours

EVERY order for trees of the Temple orange contains a clause binding the purchaser of the trees not to dispose of budwood from them.

This agreement is both for your protection and for ours. We regard it of just as much importance, if not more, from your standpoint as from ours, and believe you will agree with us.

If the propagation and distribution of trees of this new orange are not confined to a single dependable and responsible channel, all sorts and kinds of strains of Temple oranges will be offered within a few seasons.

The fruit of some of these strains, if indeed not that of all of them, except the original from Buckeye Nurseries, will be inferior, and when this poorer stuff is marketed under the Temple name it will have a tendency to lower the prices offered for true Temple oranges.

By the restrictions we are placing on the sale of Temple budwood, we are endeavoring to, just as far as possible, protect our customers against this condition. You know that the fruit of the true Parson Brown or Pineapple oranges, for instance, does not sell as well as it would if there were none of the false strain in the market. It is important to you that there be only genuine Temple oranges offered.

This agreement providing against the sale of budwood also is for our protection against unfair competition. We not only paid a large sum of money for the original Temple tree, but we have been at great expense in thoroughly testing out this fruit and reproducing it and in propagating trees under conditions which assure us that they are healthy, true to name, and in every way first class.



More Temple Praise

W. F. GLYNN & CO., Crescent City, Florida:
 "The sample of Temple orange was of fine flavor and weight."

Cleveland-Florida Grove Co.,
 Cleveland, Ohio:

"It is the sweetest and the most delicious of any orange we have tasted, thin-skinned and peels easier than the ordinary oranges—in our opinion the Temple has all the advantages the Buckeye people claim."

John Kendig, Philadelphia
 (owner grove in Marion County, Florida):

"The color of Temple is high; the skin smooth; size good. It peels as easily as a tangerine; the segments part easily; the fruit is full of juice, and the flavor is exquisite. I am having a number of trees of the Temple planted in my grove, formerly owned by the discoverer of the Pineapple orange."

Temple trees are prolific bearers.

Beware of All Non-Genuine Temple Trees

THE explanation of our sales plan on Temple orange trees, as given on the preceding page, will make it clear to every reasonable man and woman that the genuine stock can be procured only from Buckeye Nurseries.

And yet we have no doubt that trees of other varieties of oranges will be offered to the public under the Temple name, with the intent to do us harm and to deceive the growers who may be persuaded to purchase them.

Whenever any effort of this kind to trade on the name and reputation of the Temple orange, as covered by our contract and property rights in the premises, comes to our attention, vigorous steps will be taken for the prosecution of the guilty persons.

Any satisfaction we may obtain at law under the

circumstances will be more of a moral victory than otherwise, whatever the damages that shall be awarded to us, since the greater harm already will have been done in the sale of trees of inferior varieties to certain growers.

We urge our friends and customers to protect themselves by refusing positively to buy trees alleged to be of the Temple orange from any source other than Buckeye Nurseries or one of their authorized representatives, and by ceasing to deal with any person or concern falsely alleging to supply Temple trees.

We are propagating trees of Temple just as rapidly as we can, consistent with the well-known Buckeye standards of quality. Get in your orders early and we will make every effort to fill them. Should we be unable to supply you, better book now for another season than risk non-genuine trees.



Scenery Characteristic of the Florida Citrus Section

The World's Greatest Grove Development

THE distinction of the world's greatest orange grove development must be accorded Temple Terraces, not only because of size of acreage and scope of plan, but because of the high character of the fruit which will be produced and the known reputation of the men who are participating in the enterprise.

This proposition is one in which leading fruit experts and Florida developers join with worth-while investors from other states, men and women interested in Florida and desirous of owning groves where they will have proper care and community of interest. Such a plan, on a smaller scale, operated through the means of the Buckeye Nurseries grove service, made a notable success of the Lucerne Park Fruit Association, the Mountain Lake project, and many other developments.

Aside from the numerous economies effected by such a large and efficient operation, and the expert attention that can thereby be given to each individual grove, a practical method is offered for non-residents to own properly tended bearing groves. On Temple Terraces orange trees may flower and fruit and yield magnificent returns to an owner in a distant land. The satisfaction of seeing the trees in blossom and later spangled with golden globes of concentrated health-juice and sunshine is one of the greatest pleasures to be derived from ownership, but the owner's absence will not in any way affect the financial reward.

Temple Terraces comprises approximately 4,500 acres bought from the estate of the late Mrs. Potter Palmer of Chicago. Mrs. Palmer selected this property several years ago as a winter home site and wild game preserve. She built on the estate two fine houses, garage, barn, superintendent's home, installed light and water systems and made other improvements. Though Mrs. Palmer owned tens of thousands of acres in Florida at the time

of her death, she often stated that she considered the Temple Terraces tract the most beautiful property in her possession. The scenic Hillsboro River winds for three miles through the estates.

The high right bank of this beautiful stream is the border-line of Temple Terraces. The groves of Temple Terraces will rear their emerald banners, interspersed with burnished gold, at altitudes of from 100 to 150 feet above nearby Tampa Bay. More than 4,000 acres in almost a solid body, set 100 trees to the acre, will marshall an array of orange trees more than twice as large as the next most extensive planting in Florida. The property lying immediately along the river will be beautified by the building of a boulevard and the planting of carefully selected Florida trees and plants.

The landscape work at Temple Terraces will be delegated to some of the most competent engineers in the country. In this respect, as in every other feature, the utmost use will be made of the services of experts and specialists. A considerable acreage will be held in reserve for home-sites, first to be offered to owners of Temple Terraces groves, enabling them, if they wish, to have residences adjoining their grove properties. Florida, in the past few years, has witnessed some remarkable instances of building of cities out of what were formerly wastes of water or tangles of wilderness. Palms and flowers grow in luxuriant profusion in places that held little hint short years ago of the wonderful transformations that horticultural science and the art of the landscaper could do for them. Temple Terraces in its natural beauty offers some indication of what the finished work of its developers will be—in its fruition one of the famous beauty-spots of America, rich in poetic appeal and wonderfully profitable to its participants—the proud capital of "The Orange Opulent."

Already Forest Giants Are Falling before Advancing Groves

NINE





The Palmettos in Plant Park at Tampa Attain Luxuriant Growth

In the Path of Progress

A RURAL retreat in a city's environs. A spot of unusual natural beauty. A gilt-edge investment in a possession of the most satisfying type men ever owned.

Close to the resorts of the West Coast of Florida and within an hour of its beaches. Traversed by the Hillsboro River and a neighbor of wonderful Sulphur Springs.

Planned, planted, and to be participated in by some of the most noted orange grove experts in Florida—growers, nurserymen, and capitalists of experience and foresight.

Temple Terraces is destined to be the crown jewel of Florida's citrus grove and residence development. Here, indeed, is a fitting home for "The Orange Opulent."

The Supreme Location of Temple Terraces

ONLY eight miles from the post office and courthouse in the city of Tampa, Temple Terraces has all the advantages of a large Florida city within twenty minutes' ride by automobile. The taller buildings of the city may be seen from pine trees on the Temple Terraces property.

Sulphur Springs, one of the most famous watering-places in Florida, noted for its picturesque beauty, is but three miles from Temple Terraces and on the road to the development. These Springs throw 3,600,000 gallons of water an hour, adding materially to the volume of the Hillsboro River.

Sulphur Springs is reached also by trolley from Tampa, giving regular service to within three miles of Temple Terraces. The property to within a short distance of Temple Terraces is subdivided into city lots and for several years the tendency of growth of Tampa has been northward towards the Springs and Temple Terraces.

These reasons no doubt influenced Mrs. Palmer in her purchase of the property several years ago, though her idea was not grove development so much as a winter retreat and game preserve within a few minutes' of one of Florida's fastest growing cities. Tampa business men are naturally much interested in this high-class development in the suburbs of their city and many of them are becoming owners of groves therein.

The Gulf resorts of Clearwater, Bellair, St. Petersburg, and Pass-a-Grille are within easy reach for seaside excursions, surf-bathing, tarpon and other fishing, and the many delights of outdoor life in Florida. The location of Temple Terraces is ideal from every standpoint. It would not be possible to select a site for big grove operations more conveniently situated or property that would naturally increase faster in value under the plan of development that has been worked out. The surroundings are thoroughly in keeping with the general character of the enterprise.

Typical of the Heavy Natural Growth on Temple Terraces—



The Right Beginning

RIGHT climatically. Right in location. Right in character of soil.

Temple Terraces provide every condition necessary for successful large-scale production of the best variety of orange yet perfected.

The only boon that could be asked would be the providing of trees in sufficient quantity to plant 4,000 acres in a period of one year instead of the two years that it will take under existing conditions.

Already the giant pines, which have waved their whispering branches under the flags of four nations, are falling to make way for the advance guard of the 400,000 Temple trees that are forming into the world's greatest orange grove.



Turrets of Ancient Spain Sequestered in Sub-Tropical Tampa

Favorable Conditions for Orange-Growing

BETTER land for fine oranges cannot be found than offered by the rolling elevations of Temple Terraces.

In its natural state, the heavy growth of big pine timber gives ample evidence of the strength and character of the soil.

Recording thermometers on the property carefully observed for several years prove that air-drainage and thermal conditions on the undulating expanses are equal to any on the Peninsula.

Seedling trees on the property, growing wild and without care, produce an abundance of fine fruit every season. The size and productivity of some of these trees are attested by photos shown elsewhere.

Gophers and salamanders, in excavating their subterranean homes, bring to light a yellow-tinged soil indicative of adaptability to citrus fruits—one of the first evidences noted by fruit men in selecting citrus land.

The soil survey of Hillsboro County, made by the

Bureau of Soils, United States Department of Agriculture, in 1916, referred as follows to the Norfolk series, of which Temple Terraces consist: "It is generally recognized that the higher lying, well-drained soils, especially near bodies of water, are best suited to citrus.

"The elevated position facilitates air-drainage, and the modifying influence of the adjacent water makes injury by frost less likely to occur. The types of the Norfolk and Gainesville series are considered the most desirable soils in the county for citrus fruits. Fruit grown on these soils is of excellent quality and stands shipment well."

It is further shown in this survey that Temple Terraces, geologically, belongs to the Vicksburg Limestone formation, a group of Oligocene and rarely found so far south. The subsoil is highly favorable to oranges, and citrus experts regard it as very similar to that of Winter Haven, Lake Wales, and other centers of conspicuous citrus development.

Suggesting the Sweeping Elevations of the Superb Estate





Placid Surface of Miniature Lake in Temple Terraces

A Prophecy Based on Knowledge

THE officers and directors of Temple Terraces, Inc., are men of wide business experience.

They have engaged Buckeye Nurseries—largest in the world—with their unexcelled corps of expert horticulturists, to plant, tend and bring to maturity the world's finest orange groves at Temple Terraces.

Every phase of the work of bringing into bearing a property of such magnitude has been minutely planned from former experience, and the finished work will be the product of no apprentice hand.

Investors in groves in Temple Terraces will be associated in their holdings with some of the most conspicuous figures in the business activities of Florida and other states.

Directors of the Temple Terraces Development

D COLLINS GILLETT, of Tampa, a managing partner of Buckeye Nurseries and M. E. Gillett & Son; vice-president Florida Citrus Exchange; director Citizens-American Bank & Trust Company, Tampa; president Tampa Southern Railroad; treasurer Lucerne Park Fruit Association; president Temple Groves Corporation; ex-president Tampa Board of Trade; president of Temple Terraces, Inc.

Burks L. Hamner, of Tampa, vice-president Florida Orange Growers' Corporation; secretary Grapefruit Growers' Association; director Florida-Carolina Fruit Company; vice-president Southern States Cattle Company; former secretary Tampa Board of Trade; former general development agent—now a director—of Seaboard Air Line Railway; vice-president of Temple Terraces, Inc.

Col. James R. Frazer, of Tampa, formerly of Warsaw, Ind., officer or director of Indiana Loan & Trust Company, Warsaw Sand & Gravel Company, Winona

Electric Light and Water Company, Warsaw Investment Company; formerly a member of the War Department Claims Board; vice-president of Temple Terraces, Inc.

Mrs. M. C. Fowler of Tampa, formerly of Kansas City and Jacksonville, for several years intimately connected with the development of Florida; well and favorably known throughout the state, where she has extensive holdings; probably the most prominent woman realtor in this country; vice-president of Temple Terraces, Inc.

Vance W. Helm, of Miami, president Everglades Sugar & Land Company; several years director Miami Chamber of Commerce; former secretary of the "Florida First" Commission; president of a land-owners' league, representing approximately 20,000 persons; co-promoter with Mr. Gillett of the million-dollar Cross-State Boulevard across the Everglades; secretary and treasurer of Temple Terraces, Inc.



Temple, "The \$10 a Box Orange"

THE Temple Orange has attracted so much attention throughout the country that last winter one of the largest concerns engaged in the restaurant business endeavored to negotiate a deal whereby it could purchase the entire production of Temple Oranges for a period of ten or twenty years.

The price suggested was \$10 per box on the tree. After several conferences it was concluded that a plan of this kind was not feasible because the destiny of fruit produced from trees sold to growers could not be controlled.

Orders have been booked for 600,000 Temple orange trees, aggregating more than \$1,500,000 in value. The development of Temple groves can only proceed at the rate trees can be supplied.



Wild Grapes Must Speedily Make Way for More Tempting Fruit

Estimated Yield of Young Temple Groves

NATURALLY, prospective owners of young Temple Terraces groves are interested in the probable production and the age at which they will commence to bear.

Buckeye Nurseries, the introducers of the Temple Orange, have carefully investigated the question, and their findings may be depended upon as authoritative.

From the experience of Buckeye Nurseries it has been successfully demonstrated that the Temple Orange is not only the most rapid grower of the citrus family, but also the most prolific and earliest producer.

In the nurseries it has been difficult to keep the trees from fruiting, and each season the blocks of Temple must be gone through and fruit appearing thereon removed as the trees are, of course, entirely too young to be allowed to bear.

Buckeye Nurseries regard it as conservative to say that it is reasonable to expect the following yields: Fourth year after planting to grove form, $\frac{1}{2}$ box per

tree; fifth year after planting to grove form, 1 box per tree; sixth year after planting to grove form, 2 boxes per tree; from this period on, trees should continue to increase in production at the rate of about one box per tree per year.

It is believed that growers will have less difficulty in obtaining \$10 a box for Temples than \$5 for ordinary round oranges. Temple Oranges offered for sale on the Boston fruit auction last season brought \$27 per box net. While it is not expected that such high figures could be obtained regularly, there is every reason to regard \$10 per box as a conservative estimate. Any person who has seen the fruit of the Temple and compared its desirable size, its unequalled color, and its indescribable flavor with the best oranges heretofore produced in Florida or California, regards the new variety as the finest fruit in existence today. The assured popularity of fruit from trees of the Temple Orange means continued high prices.





Rough Lemon Tree Growing Wild on Temple Terraces Property

Elysian Fields in Sunny Florida

IS there any investment that offers so many satisfying elements as an orange grove in Florida?

Certainly there is nothing in the horticultural world that has so many attractive features as grove-building.

Soil, climate, location, cultivation plan, type of orange to be grown, existing market demand, associated features, and character of investors participating—every thread that enters into the plan contributes to the perfection of the whole.

In Temple Terraces centers every condition favorable to the production of the finest fruit. The five-million-dollar enterprise that will create the world's greatest orange grove is already under way and will not be long in coming into its destiny.

Selling Plan Adopted by Temple Terraces

TEMPLE TERRACES groves will be sold in 2½-acre, 5-acre, 10-acre, and larger units, at the following prices:

	2½-Acre Tracts	5-Acre Tracts	10-Acre Tracts
Cash payment	\$900	\$1,500	\$2,500
First Year (payable quarterly)*..	300	500	1,000
Second Year (payable quarterly)..	300	500	1,000
Third Year (payable quarterly)..	300	500	1,000
Fourth Year (payable quarterly)..	300	500	1,000
Fifth Year (payable quarterly) ..	300	500	1,000
End of sixth year	1,100	2,500	5,000
Total	\$3,500	\$6,500	\$12,500

*The amounts specified for the first to the fifth years, inclusive, are payable in quarterly installments—on the 10-acre unit, for example, \$250 will fall due in three months after the cash payment; \$250 in six months; \$250 in nine months; \$250 in twelve months, etc.

Deferred payments evidenced by an installment note without interest to maturity, but bearing 10 per cent interest *after* maturity.

Temple Terraces, Inc., will pick and market all fruit for the six-year period at cost plus a service charge of 10 per cent of the net proceeds.

Proceeds of all sales of fruit will be applied against the last payment or payments until balanced; any remainder will be remitted to grove owner.

Fruit will be marketed through the Florida Citrus Exchange, a coöperative organization which has branches in all important markets of the country.

The company's permanent organization of citrus fruit experts will also care for groves after the six-year period, for non-resident owners, if desired, on a cost-plus basis thus eliminating individual responsibility of caretaking. Only grove-owners who prefer will give their properties personal attention—none will need to do so.



Other Forms of Improvement

WHILE ownership of groves in Temple Terraces is placed entirely upon a commercial or investment basis, their value will be immensely increased by the many improvements that will be made on those portions of the property held in reserve for parks, boulevards, clubhouse grounds, and villa sites.

A large area will be devoted to these purposes and much of it will be planted to ornamental trees, shrubs, and flowers, under the supervision of the most competent landscapers that can be retained. Winding boulevards, lined with waving palms and majestic pines, will unfold ever-changing and unending vistas of beautiful groves—a setting that will rival in beauty any favored spot that the earth affords.



Seedling Orange Growing Wild on Temple Terraces Land

Planting and Care of Temple Terrace Groves

TEMPLE TERRACES will be set exclusively to the famous Temple Orange. The planting and care will be under the expert supervision of Buckeye Nurseries.

This organization developed beautiful Lucerne Park and is supervising the famous Mountain Lake project, Templetown groves and other widely known and successful citrus properties.

Instead of the usual fifty to seventy trees to the acre, approximately one hundred will be planted. The plan further includes six years' care, in the purchase price, instead of the usual five.

In view of the five or six years required to perfect an orange grove, there cannot be too strongly stressed the importance of entrusting the work to the right organization, fully capable and adequately equipped.

The service of Buckeye Nurseries in connection with Temple Terraces, Inc., is a guarantee of the fulfillment of the high standard which must be maintained

in every feature of this unusual plan for grove-building.

The brilliant successes they have achieved in creating groves of such outstanding character, give an indication of what may be expected with assurance under such favorable auspices as typify the plans of Temple Terraces.

The organization which will develop and care for the groves during the contract period will also be available to grove-owners afterwards on a basis that will be mutually satisfactory—cost plus a percentage.

Some grove-owners may wish to look after their own groves after the sixth year, and in such event they may depend upon the Company and Buckeye Nurseries for helpful advice and interested cooperation.

Upon receipt of the initial payment, the company will place the deed to the acreage selected in trust with a Tampa bank—there to remain in escrow until all of the payments are completed, whereupon the bank or trust company will deliver deed to the purchaser.





Bit of Highway Leading from Tampa to Temple Terraces



Soil Fertility Attested by Crops in Neighboring Fields

Reserve Your Temple Terraces Grove Now

THOUSANDS of people are dreaming of the time when they can own beautiful Florida orange groves in attractive and romantic spots near lake or river, where sporty game fish play.

For most of them, the dream will never be a reality, because grove locations of the right kind are limited and are rapidly passing into the possession of those who prize them too highly to sell at any but fancy figures.

As extensive as the plantings at Temple Terraces will be, only about four hundred people, averaging ten acres each, will share in the profits and pleasures of the investment. Many tracts have already been sold and the remainder promise to go quickly.

The prices which have been fixed for groves of the type described in this book and the six years' care which will be given them are so low that it is quite probable the figures may be advanced after the first year.

Those who come in early not only will have the oldest and choicest trees, first to yield returns, but it is very probable that they will buy their groves for less money than persons who buy a year later, if, indeed, any of the groves remain unsold that long. You have everything to gain by making your first payment now.

To build a citrus grove is no small task, and to do it *right* costs considerable money. As in most undertakings, the work can be done better, and at less cost, through a competent organization than by individual enterprise. The combination of Temple Terraces, Inc., and Buckeye Nurseries affords the best type of citrus development.

Under the Temple Terraces plan of highly efficient corporate farming, each unit receives the benefit of a very costly organization and equipment, but it is required to pay only its share of the cost. If one were operating individually, the cost of the same kind of an organization and equipment would be prohibitive on a grove the size of one of these units.

Under the individual plan the grove owner would need to give up his other business and source of income, but Temple Terraces purchasers may continue in their present employment and utilize earnings therefrom to meet the payments until the grove is in bearing, after which the property itself should become a source of income that will continue indefinitely.

The care required to maintain the groves in first-class condition and to keep up their increasing earning capacity may be arranged for indefinitely by non-resident owners, on a reasonable basis. The assurances and the protections afforded investors who may not wish personally to look after their properties, even beyond the original six-year period, are among the outstanding features of the plan of operation of Temple Terraces.

Furthermore, at the end of the sixth year, a *Temple Orange Grove*, developed under the expert supervision of Buckeye Nurseries, should be worth not less than \$3,000 to \$5,000 per acre, showing an excellent return on that valuation. It is highly advisable, therefore, to purchase as many acres as one can afford, in the assurance that this is the soundest of all horticultural investments. Such an investment opportunity may never again be offered.

The long end of the purchase price will probably never have to be paid by the purchaser, as it should be more than balanced by the value of the fruit from the fourth, fifth, and sixth years' yields. The care-taking period has been deliberately lengthened to six years and the larger portion (40 per cent) of the purchase price extended to the sixth year, to make it possible for crops to bear a large part of the cost of the groves. All in all, the investment opportunity offered by Temple Terraces, Inc., is so extraordinary and the merits of the Temple Orange so remarkable that combined they surely justify the phrase, "The Orange Opulent."



4000 ACRES
TEMPLE ORANGE
DEVELOPMENT

THE DE LUXE
ORANGE GROVE
DEVELOPMENT
OF THE WORLD

UNDER CARE AND
DIRECTION OF THE
BUCKEYE NURSERIES

THE WORLD'S LARGEST
CITRUS NURSERY

THE ONE EXCLUSIVE
SUBURBAN DEVELOPMENT OF TAMPA

THE SOUTH FLORIDA
METROPOLIS & SEAPORT

OWNERS & DEVELOPERS
TEMPLE TERRACES, INC.

HOME OFFICE
TAMPA, FLORIDA

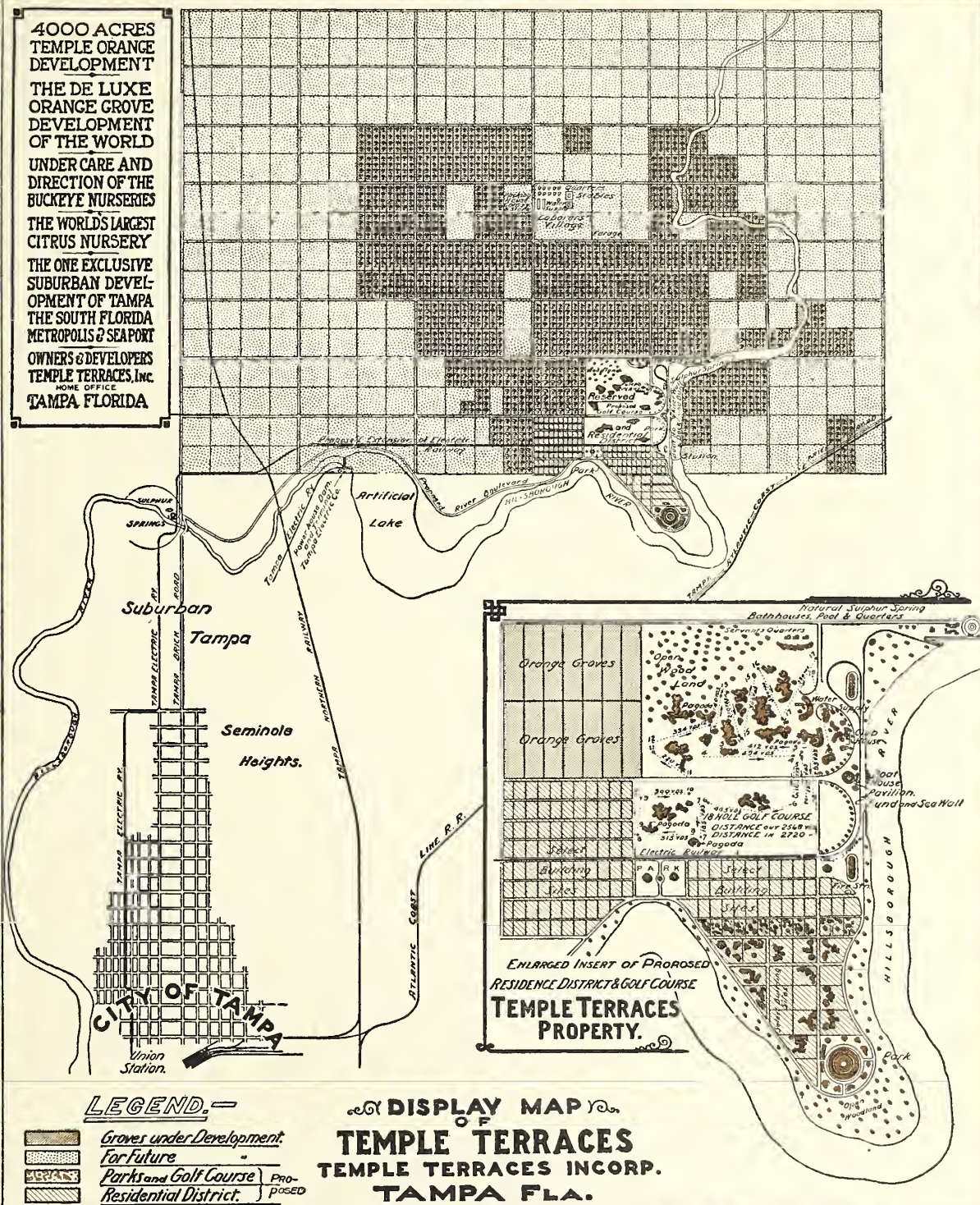
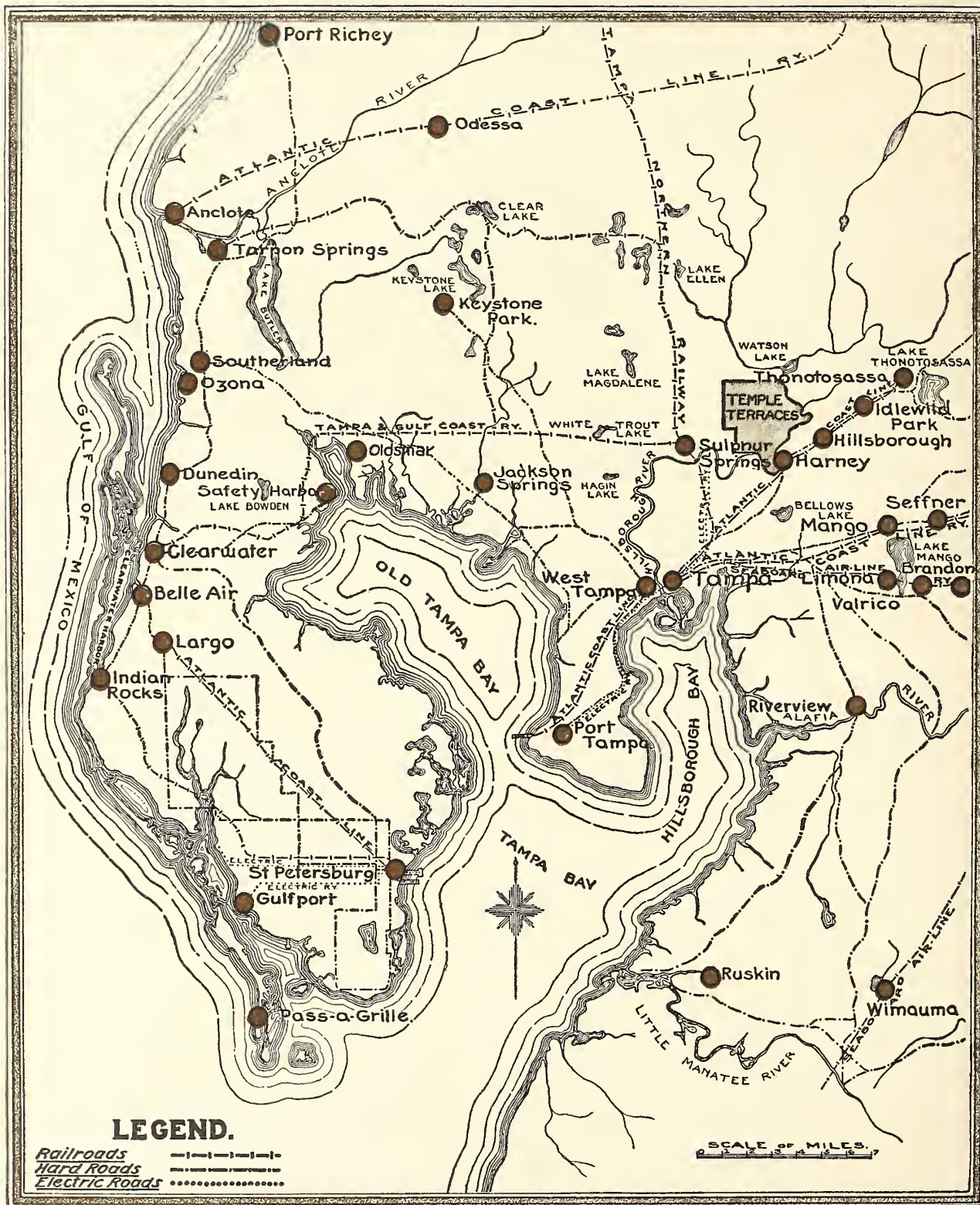


Chart showing general plan of development of Temple Terraces, indicating reservations for residential districts, parks, golf course, club grounds, boulevards, electric railway extensions, river bulkheading, docks, bathing pool, bath houses and like proposed improvements. Note the sweeping bends of the Hillsboro on the east and south.

ENGRAVED AND PRINTED BY J. HORACE MCFARLAND COMPANY, HARRISBURG, PA.



Map showing location of Temple Terraces in relation to Tampa and other points in Hillsboro and Pinellas counties. The situation of this property is made superb by its nearness to the beach resorts and fishing grounds of the most famous sections of the west coast of Florida.

FEB 26 1921

The Orange Opulent

Temple Terraces
Incorporated

Tampa
Florida

